

## NEWS HIGHLIGHTS

**DigitalOcean** launches **Kubernetes** container service to all developers

**RBI** approaches **Centre & NPCI** on **WhatsApp's** proposed payment business

**Adobe** introduces **government ID** authentication option for its e-sign solution **Adobe Sign**

**Sodexo** launches **food accelerator**

## Today's View

### Instagram your Purchase

Instagram, a successful social network from the very beginning has branded itself as 'the image sharing app'. The old saying "a picture is worth a thousand words" stands true for Brands on Instagram as well. Given that we seem to have an average attention span of just eight seconds, as reported in a 2015 report by the Consumer Insights team of Microsoft Canada, pictures are the best medium to send a lot of information to the brain at once.

The ever-changing, fresh and continuous stream of fascinating pictures have kept users engaged. 2017 saw the member base surge to 800 million individual users and 25 million business users and this year the numbers have crossed 1 billion individual users with 500 million daily users.

Big brands like **Subway** have done well with campaigns such as their **#SubYAY** campaign. The sandwich chain's goal was to reinvent its social media voice by appealing to millennial and Gen-Z demographics. As a result, Subway reached a total potential audience of 38.6 million, received 175.8K engagements and increased its positive brand sentiment by 13 per cent.

For e-commerce, Instagram has recently released **shoppable** posts that have now afforded e-commerce companies the luxury of tagging products within an individual image, so that users can tap a product and be sent straight to the "add to cart" section on the e-commerce site. Last month, it added the

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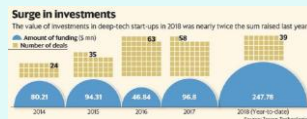
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### Funding in deep-tech start-ups climbs to record \$248 million so far this year

Investments in deep-tech start-ups, such as those driven by artificial intelligence (AI), machine learning and robotics, have touched an all-time high of \$247.78 million so far in 2018, more than twice the \$96.8 million in 2017, according to data from Tracxn Technologies, a data analytics firm tracking start-ups.



Source – Mint

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Date – 12<sup>th</sup> Dec 18

ability to save to a new shopping collection which means if users come across a must-have item they can save it to their Shopping collection to revisit later.

Also, they have redesigned **Shop tab** on business profiles so users can quickly view all the products featured in their shopping posts. When visiting a business profile, users tap on the Shop button to see product information such as the item name, price, and the post featuring the item. Users can also now shop in videos from the brands they follow. When a user sees a video in Feed from a brand they follow they can tap the shopping icon in the bottom left corner to reveal the featured products and learn more about them.

According to a report by Mint, Instagram users in India might be able to shop inside the app from next year. Instagram has plans to evolve the process to where the transaction will happen on the app itself, and not on an outside web page.

We feel that such moves by Instagram would not only increase sales for brands and e-commerce platforms but would also be a big threat to established online retailers. The future at Instagram looks interesting.

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## Today's News

### Indian regulators need to build digital ecosystem around 'trusted' infrastructure: Singapore central bank

Singapore and India have similar aspirations in transforming themselves to a complete digital economy, said a senior officer of Singapore's central bank. Indian regulators, however, need to approach Fintech companies with an open-minded approach and build their financial ecosystem around trusted identities and data infrastructure, the officer added speaking at SBI's Fintech conclave, YONO inFINite 2018. "One of the classic answers my fellow regulators give when they don't understand a Fintech service is 'it will affect financial stability' the challenge is to eliminate the whole trust factor so that the regulators and policy-makers can make the entire financial ecosystem more inclusive and interactive," Sopnendu Mohanty, chief technology (Fintech) officer of Monetary Association of Singapore said.

Source – The Economic Times

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### DigitalOcean launches Kubernetes container service to all developers

Cloud computing platform DigitalOcean has announced the launch of its Kubernetes-as-a-service offering to all developers across the world starting today. DigitalOcean had first announced its container offering through an early access program in May this year and DigitalOcean claimed that 30,000 developers and teams signed up for access until now. "Kubernetes promises to be one of the leading technologies in a developer's arsenal to gain the scalability, portability and availability needed to build modern apps. Unfortunately, for many it's extremely complex to manage and deploy," said DigitalOcean VP of Product Shiven Ramji.

Source – The Economic Times

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This News Letter has been prepared with the assistance of G Balakrishna and Aparna Anand

### Paytm set to launch Paytm Cashback Days

Digital payments major Paytm is all set to launch Paytm Cashback Days from December 12 to 16. The festival is aimed at rewarding consumers who pay using Paytm at more than 10 million merchant outlets across the country, ranging from organised stores, supermarkets, restaurants, pharmacies, petrol pumps, milk-booths to millions of small retailers.

Source – The Economic Times

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### Hotel association frenzy misplaced, will lead to price increase of up to 40%: Oyo

In a response to industry bodies raising concerns regarding breach of contracts and endorsement of unlicensed bed and breakfast apartments by hospitality company Oyo, Oyo said the concerns are based on invalid claims by certain bodies and could lead to price hikes of about 40% across its inventory.

Source – The Economic Times

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### Sodexo launches food accelerator

Onsite food management and facility service provider Sodexo has launched the country's first-ever food accelerator to help start-ups in the \$14 billion food services ecosystem. However, these start-ups need not necessarily be food apps. The accelerator will be operated in partnership with Zonestartups that will help in conducting bootcamps, connecting start-ups with companies and investors in the food ecosystem and formulating go-to market strategy.

Source – BusinessLine

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## RBI approaches Centre & NPCI on WhatsApp's proposed payment business

The Reserve Bank of India has sought the opinion of the central government and payments body NPCI on concerns raised by American messaging app — WhatsApp — over the delay in approving its proposed payment business, said a top official. A senior official at the ministry of electronics and information technology (MeitY) confirmed receipt of the RBI letter sent last week and also said, “Whatever concerns we had with WhatsApp Payments, we have outlined them in our previous communication to NPCI and RBI.”

MeitY has previously expressed concern on whether WhatsApp’s payment service is complying with the central bank’s stipulation to store data exclusively within the country as well as issues such as the lack of two-factor authentication and the sharing of data with its parent, social network Facebook.

Source – *The Economic Times*

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## Flipkart to invest in furniture, groceries; claims to be a market leader in e-commerce

Walmart-controlled online retailer Flipkart has transaction growth of more than 80% in some months as e-commerce is booming again in the country, and the company plans to push newer categories such as furniture and groceries over the next three years. Flipkart CEO Kalyan Krishnamurthy said that the online retailer is at least “twice the size” of its nearest competitor, implying Amazon.

Amazon India Chief Amit Agarwal had in a recent interview dismissed those claims, saying that Amazon did not have time to focus on “unsubstantiated claims.” Krishnamurthy also indicated that Flipkart may either partner with a video content firm or build out its own content offering, as part of Flipkart’s broader loyalty programme, which was launched a few months ago.

Source – *Mint*

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## Adobe introduces government ID authentication option for its e-sign solution Adobe Sign

Adobe's e-sign solution Adobe Sign has introduced a new signer identification solution called Government ID Authentication that uses a physical ID, like a driver’s license or passport, as a form of digital ID authentication. Through this solution, signers can take a picture of the physical ID card through their mobile phone, after which Adobe Sign automatically evaluates the ID card’s security features, like patterns, fonts, and layout, to authenticate the signer’s identity and complete the signature process.

Adobe said this type of solution will help their customers implement e-signatures in a whole new set of business processes and industries, like banking and other financial services.

Source – *The Economic Times*

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## In first infusion, Walmart invests Rs 2,190.64 cr in Flipkart

Walmart-controlled Flipkart’s Singapore entity has received an infusion of Rs 2,190.64 crore in the form of equity shares allotted on December 4, 2018. Some 7,45,118 equity shares of a nominal value of Rs 1 per share have been allotted to Flipkart Private Ltd, Singapore at a premium of Rs 29,399 per share, according to company’s filings accessed by paper.vc, a data intelligence platform.

Source – *BusinessLine*

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## Social media app Roposo raises fresh funding from Tiger Global, Bertelsmann

Gurgaon-based Roposo has raised \$10 million (Rs 61 crore) from existing investors Tiger Global Management and Bertelsmann India Investments, showed documents sourced from business intelligence platform Paper.vc. The company aims to use the capital towards product technology, talent acquisition and further expansion of its community.

Source – *Mint*

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## IBM hopes for DNC registry on blockchain next year

International Business Machines Corp is looking to work with Indian telecom firms to offer blockchain solutions that can be used in mobile number portability and ‘Do Not Call’ registries. “We have completed proof of concepts and pilots with all the major telecom providers and with TRAI in this space,” said Sriram Raghavan, vice president of IBM Research and CTO.

Source – *The Economic Times*

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